

Avril Wong

UX Designer with Expertise in Marketing

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EDUCATION

Bloc

May 2018 - Jun 2019

Product Design and Front-End Development Program

University of Macau

Sep 2008 - May 2012

Bachelor of Business Administration, Marketing

SKILLS

Product Design
Interaction Design
User Experience Design
Visual Design
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing
Prototyping
Data analysis & Visualization
Aigle

TOOLS

Adobe XD
Figma
Sketch
Adobe CC
InVision
Principle
Jira
Confluence
HTML, CSS
Javascript
Terminal
GitHub

LANGUAGES

English
Chinese (Cantonese, Mandarin)

EXPERIENCE

Language I/O

Product Designer

Aug 2021 - Present

- Plan and conduct user research and competitor analysis.
- Lead product design concepts in ideation and development.
- Design and deliver userflows from sketches, wireframes to interactive prototypes.
- Collaborate with a cross-functional team to ensure the product deliverable is up to market standard.

Apple

WWDR (User Experience)

Aug 2016 - Jul 2021

- Review apps from dozens of industries and ensure compliance to App Store human interface guidelines and standards.
- Serve as point of contact for developer advocacy in cross-cultural policy implementation.
- Work closely with the human interface guidelines team and provide feedback to developers on improving user experience.
- Analyze business model and UI/UX trends in iOS applications.

Apple

Localization QA Specialist

Jul 2015 - Apr 2016

- Supported Apple Music's global launch project in Asia from producing pre-launch materials to performing post-launch testing.
- Created and localized marketing content in the various channels.
- Performed quality assurance on user experience and editorial content.

Forever 21

Visual Merchandiser

Jul 2014 - Jan 2015

- Spearheaded marketing campaigns to raise brand awareness; increased daily sales for 15% by designing strategic floor display systems.

DESIGN PROJECTS

Bay Badminton Center

- Redesigned the badminton center kiosk interface and signup workflow.
- Built prototype, created new visual design to improve user experience.
- Performed user testing, average signup time shortened by 30%.

Food Tracker

- Designed a conceptual tool to help tracking the freshness of food and reducing food waste.
- Conducted user research, wireframe, prototype and visual designs.